

Domains	Priority	Objectives	Strategies	National Outcome Measures	Selected National/State Performance Measures	Evidence-based or Informed Strategy Measures
Women/Maternal health	Preconception and interconception wellness	1. Increase % of women ages 15-44 receiving routine check-up in the previous year	Insurance Coverage and Utilization	Rate of severe maternal morbidity per 10,000 delivery hospitalizations	<b>NPM 1:</b> Percent of women with a past year preventive visit	# of women who enroll or gain insurance with assistance from partner programs
	Increase prenatal care	2. Increase % of women receiving prenatal care in first trimester 3. Increase # of baby-friendly hospitals	Consumer Engagement	Maternal mortality rate per 100,000 live births  Percent of low birth weight deliveries (<2,500 grams)  Percent of very low birth weight deliveries (<1,500 grams) Percent of moderately low birth weight deliveries (1,500-2,499 grams) Percent of preterm births (<37 weeks) Percent of early preterm births (<34 weeks) Percent of late preterm births (34-36 weeks) Percent of early term births (37, 38 weeks) Perinatal mortality rate per 1,000 live births plus fetal deaths Infant mortality rate per 1,000 live births Neonatal mortality rate per 1,000 live births Post neonatal mortality rate per 1,000 live births Preterm-related mortality rate per 100,000 live births	<b>SPM 1:</b> Percent of mothers reporting late or no prenatal care	# of non-traditional programs, providers, or clinics that disseminate Title-V developed materials to raise awareness of the well-woman visit, coverage benefits, and how to find a provider
Perinatal/infant health	Breastfeeding promotion	1. Increase % of children who are ever breastfed 2. Increase % of children exclusively breastfed at 6 months	Maternity Care Practices  Workplace and Child Care Support	Post neonatal mortality rate per 1,000 live births  Sleep-related Sudden Unexpected Infant Death (SUID) rate per 100,000 live births	<b>NPM 4:</b> a) Percent of infants who are ever breastfed b) Percent of infants breastfed exclusively through 6 months	# of hospitals designated as Baby Friendly by Baby Friendly USA®  # of workplaces that have a breastfeeding policy and who follow the ACA guidance regarding break time for nursing mothers
Children health	Developmental screening	1. Increase % of children aged 10-71 months receiving developmental screening using a parent-completed screening tool	Collaborate with MCH partners to train and support implementation of developmental screening	Percent of children meeting the criteria developed for school readiness (DEVELOPMENTAL)	<b>NPM 6:</b> Percent of children, ages 10 through 71 months, receiving a developmental screening using a parent-completed screening tool <b>NPM 8:</b> Percent of children 6-11 who are physically active at least 60 minutes per day	# of partners receiving Title-V funded training in past year
	Physical activity	Increase % of children who are physically active		Percent of children in excellent or very good health		
Adolescent Health	Preconception care	Increase % of adolescents with well visits	Partner with school-based health centers to promote and incentivize adolescent health services	Percent of children in excellent or very good health	<b>NPM 10:</b> Percent of adolescents, ages 12 through 17, with a preventive medical visit in the past year.	#/% of schools that participate in programs to increase the rate of adolescent well-visits (e.g. "back-to school" promotions).
	Promote healthy weight	Increase % of adolescents who are physically active	Leverage partners to adopt a state physical activity plan	Percent of children and adolescents who are overweight or obese (BMI at or above the 85th percentile)	<b>NPM 8:</b> Percent of Adolescents 12-17 who are physically active at least 60 minutes per day	Policy or plan adopted (yes/no)
	Reduce teen pregnancy	Reduce % of adolescents with repeat births		Adolescent mortality rate ages 10 through 19 per 100,000 Adolescent motor vehicle mortality rate, ages 15 through 19 per 100,000  Adolescent suicide rate, ages 15 through 19 per 100,000 Percent of children with a mental/behavioral condition who receive treatment or counseling Percent of children 6 months through 17 years who are vaccinated annually against seasonal influenza Percent of adolescents, ages 13 through 17, who have received at least one dose of the HPV vaccine Percent of adolescents, ages 13 through 17, who have received at least one dose of the Tdap vaccine received at least one dose of the meningococcal conjugate vaccine	<b>SPM 2:</b> Percent of repeat teen births	

Children with Special Health Care Needs	Improved care coordination	Increase % of children with and without special health care needs with a medical home	Identify and outreach to population groups with the greatest need (e.g. racial/ethnic group, payor, rural/urban)	Percent of children with special health care needs (CSHCN) receiving care in a well-functioning system	NPM 11: Percent of children with and without special health care needs having a medical home	# of state-wide programs integrating data to develop or target interventions
			Provide education to providers on the components of medical home	Percent of children in excellent or very good health		
Cross-cutting/ Life Course	Reduce substance use during pregnancy  Reduce children's exposure to second-hand smoke	Reduce % of women who smoke during pregnancy  Reduce % of children exposed to second-hand smoke  Reduce % of women using substances during pregnancy	Promote use of the State's tobacco quitline	Rate of severe maternal morbidity per 10,000 delivery hospitalizations	NPM 14a: a) Percent of women who smoke during pregnancy b) Percent of children who live in households where someone smokes  SPM 3: Percent of women who use substances during pregnancy	# of women who received at least one counseling session from the tobacco quitline in the prior 12 months  # of anti-tobacco and substance use mass media campaigns
			Media campaigns	Maternal mortality rate per 100,000 live births		
	Adequate insurance coverage		Cessation access	Percent of low birth weight deliveries (<2,500 grams)  Percent of very low birth weight deliveries (<1,500 grams) Percent of moderately low birth weight deliveries (1,500-2,499 grams) Percent of preterm births (<37 weeks) Percent of early preterm births (<34 weeks) Percent of late preterm births (34-36 weeks) Percent of early term births (37, 38 weeks) Perinatal mortality rate per 1,000 live births plus fetal deaths Infant mortality rate per 1,000 live births Neonatal mortality rate per 1,000 live births Post neonatal mortality rate per 1,000 live births Preterm-related mortality rate per 100,000 live births Sleep-related Sudden Unexpected Infant Death (SUID) rate per 100,000 live births Percent of children in excellent or very good health	NPM 15: Percent of children ages 0 through 17 who are adequately insured	# of smokers calling a quitline for assistance
			Publicize benefits	Percent of children with special health care needs (CSHCN) receiving care in a well-functioning system		
			Outreach & Enrollment Provide assistance with all aspects of the enrollment and renewal	Percent of children without health insurance		# of communities/partners conducting outreach about the access and benefits of medical home  # of calls to 2-1-1 inquiring/requesting benefits information  # of programs that incorporate enrollment and renewal with existing application/processes # of community organizations that offer assistance with insurance applications (especially in multiple languages)